

**Life in the Thirteen Colonies
In-Class Project Evaluation**

Name: _____

Colony: _____

| Category | Possible Points | Points Earned |
|---|-----------------|---------------|
| Quality of Research – depth of information, accuracy of details, relevance of facts, and balance of electronic sources | 10 | |
| Accuracy of Research – correct use of historical facts and fulfillment of all research categories | 10 | |
| Choice of Facts – interesting selection of convincing and relevant historical facts to convince a customer or settler | 10 | |
| Advertising Style – sophisticated understanding of media literacy in the message and the point of view of travel advertisements | 10 | |
| Effectiveness of Language – dynamic use of advertising words and slogans to catch the viewer's attention and share a perspective | 10 | |
| Visual Design – appropriateness of template, value of colors, clarity of pictures, legibility of text and images, and fluency of details | 10 | |
| Slogan and Logo – use of branding in designing a unique slogan and logo; catchy, appealing, accurate, and distinct in echoing ideas | 10 | |
| Works Cited – Full and appropriate citation of electronic research urls fully documented for all facts and images | 10 | |
| Educational Value – richness of quality in teaching others about the historical events | 10 | |
| Effort in Process – Initiative, focus and appropriate attention during class time | 10 | |
| Total | 100 | |